



*Stephanie Rawlings-Blake*  
Mayor

## PLANNING COMMISSION

*Wilbur E. "Bill" Cunningham, Chairman*

### STAFF REPORT



*Thomas J. Stosur*  
Director

**November 18, 2010**

**REQUEST:** Revised Final Design Approval/Eastern Plaza Planned Unit Development – McDonald's Restaurant

**RECOMMENDATIONS:** Approval

**STAFF:** Eric Tiso

**PETITIONER:** MAFA Eastern Avenue Associates, LLC

**OWNER:** MAFA Eastern Avenue Associates, LLC

#### **SITE/ GENERAL AREA:**

Site Conditions: The Eastern Plaza Planned Unit Development (PUD) site, known as 6500 Eastern Avenue, is  $\pm 7.997$  acres in size and is zoned M-2-1. The subject property is improved with a large industrial building, an office building and several smaller ancillary buildings. Anchor Fence, a fence manufacturer company, is currently using a portion of the subject property.

General Area: The PUD site is located in East Baltimore in the Pulaski Industrial Area, which is a corridor of industrial land uses (M-2-1). North and south of the PUD site is industrial manufacturing land uses (M-2-1). West of the PUD site is the Bayview Community, which is characterized by single-family rowhouses (R-7). East of the PUD site are Interstate Route 95 (M-2-1) and the Eastwood Community (R-6). The Eastwood community is characterized by single-family rowhouses. Patterson Senior High School is several blocks north of the site. Additionally, there are commercial land uses to the west along Eastern Avenue, which include several gas stations, Home Depot and several automobile related businesses (B-3-2).

#### **HISTORY:**

- Ordinance #01-242 established the Planned Unit Development in September 2001; and
- Final Design Approval – Community Shopping Center, approved by the Planning Commission on November 11, 2004.
- Final Design Approval – McDonald's Restaurant, approved by the Planning Commission on December 3, 2009.
- Ordinance #10-278, approved in May of 2010, a major amendment to the PUD, added the land use "Restaurants: Drive-in" to uses allowed in the PUD.

### **CONFORMITY TO PLANS:**

This design supports the concepts of the Comprehensive Plan's LIVE section, Goal 2: Elevate the Design and Quality of the City's Built Environment, Objective 1: Improve Design Quality of Baltimore's Built Environment.

### **ANALYSIS:**

Revised Final Design Approval: The applicant, MAFA Eastern Avenue Associates, LLC, had previously applied to locate a new McDonald's restaurant at Anchor Square (AKA Eastern Plaza). This application required an amendment to the existing PUD in order to allow drive-through service. The owners of the shopping center pursued the amendment, and Ordinance #10-278 was enacted in May earlier this year (previously CCB #08-0183) to add the land use "Restaurants: Drive-in." At the same time, a Final Design Approval was pursued and granted to a franchisee for a McDonald's Restaurant at this location. The franchisee had submitted Site Plans, Building Elevation Drawings, and Landscape Plans. The plan package was reviewed and approved by the SPRC for this drive-through restaurant on February 11, 2009. Forest Conservation requirements, the Traffic Impact Study (TIS) and the Storm Water Management requirements have already been addressed through the PUD's establishment.

At the time the franchisee was designing the proposed restaurant, they were not aware that their proposed restaurant would encroach over a condominium line of ownership within the site. Because of this internal ownership line, they cannot build the restaurant in its previously approved orientation. By rotating the restaurant 90° so that its long axis is parallel to Eastern Avenue, the building fits in its allowed pad site area. For this reason, the revised design is now presented to the Planning Commission for re-approval.

As with the previous review, the restaurant will have brick sidewalks with a pedestrian connection to the bus stop at the intersection of Kane and Eastern Avenues. At the bus stop, McDonald's has committed to install a trash can, a bench and an area of brick pavers as an amenity for transit patrons. McDonald's staff will empty and maintain the trash can and bench area. The restaurant building itself will incorporate new prototype design concepts for energy efficiency, such as LED lighting, conservative water fixtures, and solar lighting.

Site Plan Review Committee: The SPRC reviewed and approved the revised site plan for this drive-through restaurant on July 30, 2010. The proposed McDonald's restaurant will be built on the vacant pad site called for in the development plan of the PUD near the intersection of Kane Street and Eastern Avenue. The approved PUD allows a 5,400 sqft retail pad building though the proposed McDonald's restaurant will only be 4,150 sqft in size. Forest Conservation requirements, the Traffic Impact Study (TIS) and the Storm Water Management requirements have already been addressed through the PUD's establishment.

Elevations: The restaurant will be primarily covered in earthtone brick with darker brick trim sections. The entrance and portions around the windows will be finished in EFIS. Metal awnings and accent details will be in a contrasting yellow. The "M" logo and McDonald's name will be individual letters pin-mounted to the walls, with a metal individual letter "Welcome" sign over the entry door canopies.

Notification: Staff notified the Bayview Improvement Association and the Eastwood Community Association of this action.

**Thomas J. Stosur**  
**Director**